



McCOY

FITNESS & HEALTH

12-Week Best Shape of Your Life Challenge

PHASE One: Nutrition & Lifestyle Package



Ready, Set, Go!
Weeks 1 to 3
~ Building your Amazing MACHINE!



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In our first few weeks of the Advanced Challenge, we're going to look at numbers.

Ah, you say, *I HATE counting.*

Too bad. 😊

It's what mature adults and athletes need to know!

See, look at it like finances....you can't just spend whatever is in your bank account, you have to budget, spend what you can, account for what you have and don't have. So calories are the same thing.

In this PHASE, we will be looking at three main things (if you don't do these points, the rest of the Challenge is, well, pointless, really). We are going to....

- 1) **Find out how many calories you are CURRENTLY eating** (not what you need to eat to lose...we need to find where you're at NOW. Because what you're eating is keeping you at this weight, and I want you to KNOW yourself).
- 2) **Find out how many calories you SHOULD be eating** to lose the fat!
- 3) Figure out how many **macronutrients** this amounts to, according to our Challengers percentages.

Sound easy? It is, really.

And once you get the hang of it, you really don't need to do it a lot, only if you fall away and things creep back up, but this is PHYSIQUE training and eating, so we DON'T wing it! And, as mature women, we want to get lean(er) and stay there, while building shape, tone and muscle, yes? And we want to keep that metabolism humming along nicely...

OK, let's get going...



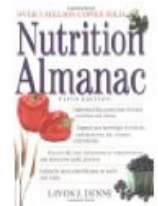
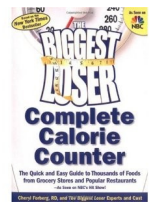
Macronutrients – A Summary

OK, so let's revisit what we already know from the 10-Week Challenge (or if you're an athlete, you likely know a lot of this already). In order to really ramp up our training and eating to move into the next level, we gotta have the foundation in place – the **macronutrients, (protein, carbs, and fats)**. You need to re-acquaint yourself with your macronutrients, ok? No great athlete ever got to her highest level without being intimate with these building blocks of nutrition. For now, our rations will be: **30% protein, 40% carbs, 30% fats**. This will change as we move through the challenge as we manipulate carbs to find our individual tolerance, but this is what we are to maintain on a day to day basis for great health.



Gather your Tools:

- 1. Measuring utensils** – measuring spoons, measuring cup and a scale.
Sound onerous? It can be, but truly, some people don't know how much 4 ounces is, or how little ½ cup truly is.
- 2. Calorie counters** –My favourite book is *The Biggest Loser Calorie Counter*.
But lots of gals prefer an app for this – check out myfitnesspal.com, sparkpeople.com, or fitday.com. Or you may have your own favourite.
- 3. Food journaling** –Studies show that diets are 80% more successful when we write things down. You can see the holes in your eating, and you think twice about cheating.
- 4. Nutrition Almanac** by J Dunne. I've used this one for 30 years! It's the best on the market! It's a great reference tool for healthy eating as well!



Take Stock: Ok, so now the time of reckoning is here. Grab a garbage bag, go to your fridge and cupboards and start throwing out the crap! You know what that means—toss the cookies, crackers, chips, ice cream, bagels, pretzels...the man-made, high sugar, empty-nutrient foods. Pour out the milk, juice and toss the sodas. Now, go to

Did You Know?

Those who lose the weight *and keep it off* use “self-monitoring behaviors”:

- tracking calories
- tracking body weight
- planning meals
- measuring the amount of food on their plate (or counting macro's).

Unfortunately, these types of behaviors, especially weighing and measuring food and counting calories/macro's, are among the most avoided and even criticized weight loss techniques. But if you want to have a truly spectacular body for life, you must do the work!
More next week!

CALORIES and MACRO's

This is the part that people dread, but no great physique athlete ever got to where she was without knowing this. In short, *you gotta know where you are to know where you're going*. In my experience, we often underestimate how much we eat and over estimate how much we move. Time to get real. You have two choices....

OPTION #1—PUTTING PEN TO PAPER

For the next 1-2 days, I want you to estimate your calories....so measure (use your scale, measuring cups etc) and write down everything you eat on an *average* day! (People instinctively choose their best day, or clean up their diet and then start recording....this does nothing to enlighten you or help you get to where you need to go). Now, **add it up**.



Personally I use pen and paper, but lots of gals like apps, but I think it's really, really wise to use measuring tools and read labels! And when we measure, we get to see just how little a 1/2 cup really is, what 4 ounces of protein is, etc. We've been super-sizing little by little every year, and we've lost touch with the basics of size.

OPTION #2—QUICK & DIRTY APP

If you want an easier way...check out www.macronutrientcalculator.com. Click on **Help Me Find My Daily Caloric Needs**. This shows you approximately how many calories you are currently eating to be at the weight you are at (this likely needs to go down if you are carrying unwanted fat). But we need to know where you are currently at! Plug in your activity level (honestly, I would put in 'Moderate...I train pretty hard! I've played with this enough with my numbers, and I would suggest you put in Light or Moderate, not above this.

From there, you can plug in where you want to be in weight, and it'll show you how many calories you need to eat to be at this new (lower) weight.

Then you can plug in our Macronutrient ratios—**30% protein, 40% carbs and 30% fats**. Voila!

Record / POST your findings...

Now, please POST your CURRENT CALORIC LOAD (and any other info you'd like) on our [Private Facebook page, ok?](#) PLEASE DO THIS STEP! You are here to GET RESULTS (and to learn about yourself!). And there is good reason I am asking you to do this...:)

Here is a few charts of the Macronutrient values of foods, just to help you out. This may all seem a little overwhelming, but it'll come...Rome wasn't built in a day, but it WAS built!

And make sure you view your video—**Thinking in Food Groups** in your [Real Training Album](#), ok? It'll clarify and summarize macronutrients for you! And **Calories and Portions** is in there too!

Protein



As a high functioning female athlete, you need to eat **1 to 1.5 grams of protein per lean pound of body mass** (so don't factor in the fat you're carrying, ie, if you're 120 pounds and you're at 20% bodyfat, then the number is 100, so protein will be 100 to 150 grams a day for you. **YOU NEED TO READ LABELS** because can size and sources vary more than they used to years ago....

Food Item	Amt to make 25 gms	Calories
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Whey Protein	25-30 gm scoop	120
Egg whites	5 - 7 whites	115
Low fat yogurt	2 cups / 480 ml	220
Low fat cottage cheese	1 cup / 240 ml	115
Whey protein powder	$\frac{3}{4}$ cup / 80 ml	165
Soy Protein powder	1 ounce / 28 gm	112
Tofu	1 cup / 240 ml	360
Skinless turkey breast	5 ounces / 140 gm	225
Skinless chicken breast	5 ounces / 140 gm	232
Soy milk	3 cups / 720 ml	450
Salmon (not canned)	5 ounces / 140 gm	166
Tuna (not canned)	5 ounces / 140 gm	155
Can of Tuna (check label!)	170 grams	140
Bison	5 ounces / 140 gm	123
Lean beef tenderloin	4 ounces / 112 gm	183
Quinoa	2 cups cooked / 480 ml	234
Almonds or pine nuts	$\frac{3}{4}$ cup / 180 ml	621
Ezekiel 4:9 cereal	1 $\frac{1}{2}$ cups / 360 ml	600
Soybeans / edamame	1 cup / 240 ml	254
Natural peanut butter	6 Tbsp / 90 ml	600
Almond butter	6 Tbsp / 90 ml	570
Lentils	1 $\frac{1}{2}$ cups / 360 ml	265

Protein will make up 30% of your daily intake.

Carbs – As an advanced athlete, carbs are equally important to protein. Without them, we cannot build shapely muscle, but with too much of them, we carry excess fat easily. So we deal with carbs with extreme care and caution.



Carbs are not the enemy. In fact, we can't build shapely muscle without them but they need to be used judiciously and wisely. For now, we need to factor out which are simple (fast-acting, poor choices), complex (necessary at certain times but used judiciously) and fibrous (our friend for the Challenge!).

Many competitors and advanced athletes make the mistake of cutting carbs too soon and for too long, and the results show it—stringy, skinny and poor muscle tone. And they can't add any real muscle, or it makes it extremely difficult to do so. Also, cutting carbs will mess your metabolism if not done properly. We'll look at how to manipulate them to keep our training up and our fat down for the long term later on. Until then, build a strong relationship with carbs and get to know them inside and out! Protein is simple....but carbs can be tricky! Let's get the upper hand, ok?

Fibrous Complex Carbohydrates	Starchy Complex Carbohydrates	Simple Carbohydrates
Asparagus	Oatmeal	Fruits
Eggplant	Legumes	Milk
Bamboo Shoots	Potatoes, Yams, Sweet Potato	Fruit Juice
Green Beans	Brown rice	Soda, pop
Broccoli	Whole wheat pasta	Crackers, chips
Brussels Sprouts	Whole wheat/ Multi-grain bread	Cookies,
Cabbage	Whole grain cereals (e.g. muesli, shredded wheat, Kashi)	Spreads & Sauces
Carrots	Whole Barley	Condiments
Cauliflower	Buckwheat	Cereals (instant oatmeal, fruit loops, you get the idea
Celery	Rye	Sugars and syrups
Cucumber	Millet	
Lettuce	Whole grains	
Mushrooms	Beans – lima, red, kidney	
Okra	Black eyed peas, lentils, chick peas	
Red/ green Peppers	Sweet Corn	
Spinach	Flour (Whole Wheat)	
Zucchini (Courgette)		

Carbs will make up 40% of your daily intake

You will need to grasp the difference between starchies and fibrous carbs for the next PHASE of the Challenge. Very important!



Fats – You need healthy fats—the Omega’s —because you’re goal is fat-burning and strength So get rid of the man-made trans fats (nope, they’re not listed here because it doesn’t matter, you won’t be eating them anyway! **Fats will make up 30% of your Daily Intake.**

Fat (1 Tbsp)	Saturated (grams)	Mono-unsaturated (grams)	Poly-unsaturated (grams)	Calories tbsp=13.6 gm
Safflower Oil	0.8	10.2	2.0	120/TBSP
Canola Oil	0.9	8.2	4.1	120/TBSP
Flax / hemp / Udo's Oil	1.3	2.5	10.2	120/TBSP
Sunflower Oil	1.4	2.7	8.9	120/TBSP
Margarine (stick)	1.6	4.2	2.4	120/TBSP
Corn Oil	1.7	3.3	8.0	120/TBSP
Olive Oil	1.8	10.0	1.2	120/TBSP
Sesame Oil	1.9	5.4	5.6	120/TBSP
Soybean Oil	2.0	3.2	7.8	120/TBSP
Chicken Fat	3.8	5.7	2.6	120/TBSP
Palm Oil	6.7	5.0	1.2	120/TBSP
Butter	7.2	3.3	0.5	120/TBSP
Cocoa Butter	8.1	4.5	0.4	120/TBSP
Palm Kernel Oil	11.1	1.6	0.2	120/TBSP
Coconut Oil	11.8	0.8	0.2	120/TBSP

Macronutrients

The term 'macronutrients' refers to protein, carbohydrates, and fats. These three major components are responsible for calories. Each plays an important role in sustaining energy, metabolism and bodily functions.

Caloric content of these macronutrients are:

1 gram of carbohydrates = 4 calories.

1 gram of protein = 4 calories.

1 gram of fat = 9 calories.

Carbohydrates

The power behind the muscle – carbs are processed with water and turned into muscle glycogen, which provides the power behind the muscle. A carb-depleted muscle is not nearly as strong as a muscle full of glycogen because there is no water and therefore less blood within the muscle to contract or drive the movement. Carbohydrates create an insulin response, which helps transport protein into the muscle to aid in recovery and building of new tissue. Carbs are also important for hormonal health. Low carb diets tend to be low in the vitamins and minerals that help manage hormonal fluctuations, particularly in females. Furthermore, without carbs your body goes into ketosis. While ketosis is not necessarily a bad place to be, it is quite uncomfortable to get there and one carb heavy meal can throw you out of ketosis entirely.

Protein

Protein is essential for recovery and growth of bodily tissues. Protein is processed at 4 calories per gram, which is the same as carbohydrate. However, protein has a higher metabolic rate due to a higher thermogenic effect. Protein is broken down into 21 amino acids, of which 8 are essential and must be consumed through food, 7 are conditionally essential meaning they cannot be constructed by the body during times of illness, injury, or extreme stress, and 6 are non-essential aminos that can be produced by the body and do not need to be acquired through food. Protein is particularly important during times of lower caloric intake because it prevents the breakdown of muscle tissue, and because muscle requires more calories to sustain than fat does, it helps maintain resting metabolic rate.

Myth: Extra protein will build more muscle faster because of the higher anabolic response. False...to an extent, yes, protein synthesis is important, but the body can only process so much protein at one time and muscles can only grow so fast

Fat: Fat is a source of energy often burned once the glycogen stores in the muscle have been depleted. Fat is a more concentrated energy source, with 9 calories per gram. Fat is essential for healthy skin and hair, as well as being responsible for transporting fat-soluble vitamins. Due to the longer digestion rate, fat also provides satiety.

So let's do some math: I weigh 120 pounds, I eat 1500 calories a day (where I sit best, to maintain 19% bodyfat, AND still be able to perform in the gym, have strength, hence create change in my physique. This is where YOU must find where You and your BODY wants to 'live', your recipe for gains, while maintaining leanness (if you are at your lean place, if not, you must first get there...so your calorie amounts, and your learning, will need to continue on...

I eat 4x a day (that works for me). I don't snack.

If I am aiming for a 30/40/30 spread (30% protein, 40% carbs, 30% fat), I gotta do the math.....

- 30% of 1500 is 450 calories ($1500 \times .3$). There are 4 calories in each gram of protein, so 450 divided by 4 is 112 grams of protein. If I divide that into 4 meals, it's around 25-30 grams pf protein.

- 40% of 1500 is 600 calories, and there are again, 4 calories in a gram of carbs, so 600 divided by 4 is 150 grams of carbs. So app 35 per meal.

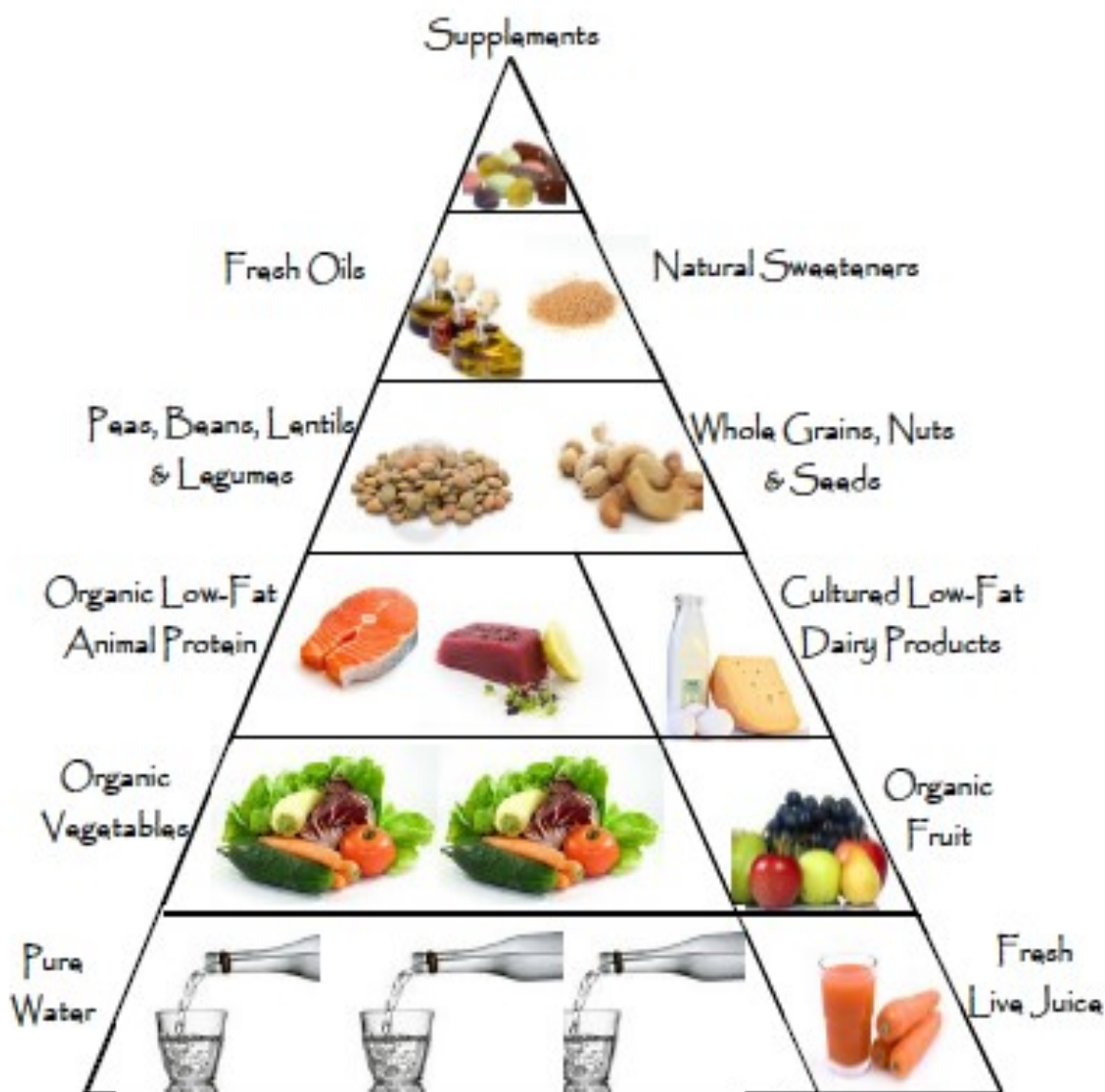
- 30% of 1500 is 450 calories, and there are 9 calories in a gram of fat, so 450 divided by 9 is 50 grams of fats, app 10-12 grams a meal.

NOTE: This was a starting place for me, but after many months of attempts, I was not losing, so I altered things...150 grams of carbs is too many for me, I am small (5'2") and I sit a lot with my work, both working against me (even though I train HARD for 60-90 minutes, it's clearly not enough). SO I will alter this ratio, to find what works for ME, at this point in my LIFE. I will likely bring the carbs DOWN and up the protein to 35 or 40%. And bring my carbs down...I will play with this for a while. (I HAVE found my percentages that work for ME, now it's up to you to find YOURS! And it can change with lifestyle changes, exercise volume etc. This is where it becomes INTUITIVE, but you always, ALWAYS want to ensure you have enough energy for training and recovery!!!

Remember, we eat from a different pyramid, the Clean Eating Pyramid—eating close to the earth, whole, live, real foods. **Post this on your fridge!**

Clean Eating Pyramid

~ A New Paradigm in Healthy Eating



Summary Sheet for Daily Healthy Living Practices:

All advanced athletes eat and live differently than the rest. This is good news! So here's a **recap of the basics** that you should be instigating *right now*, every and without debate, to be that amazing athlete and that empowered woman you envision!

- Start your day with a glass of warm water and lemon juice, and read aloud the GOALS on your FOCUS CARDS!
- Get acquainted with your portion tools—scale, measuring cups, measuring spoons and your calorie counter.
- Eat at least 20-25 grams of protein first am
- Cut out all juices, pop (diet too), milk and designer coffees
- Cut out all processed meats—anything sliced or in plastic
- Cut out the man-made stuff (cookies, crackers, chips, treats...)
- No fast-foods, even if you think it's ok (subway wraps are not ok!)
- No eating out (it's hard to know what & how much you're eating!)
- No alcohol, unless a special occasion (we can bring this back later)
- No protein bars or high energy foods, they're not what they seem!
- Eat smaller meals 4-5 times a day
- Eat protein at every meal
- Aim for 1-2 protein shakes a day
- Eat live carbs 2-3 times a day (fruit, veggies, and limited grains)
- Supplement with 1-2 tbsp omega-3's or 2000-4000 mg capsules/ day
- Drink 2-3 litres of water a day (1 litre for every 50 lbs).
- Use your bodyfat machine weekly to keep you on track! I like the *Omron hand-held, HBF 306*. I use it every week (right). [Click here](#).
- **Use our macro numbers from here on in...30% protein, 40% carbs and 30% fats!**



Before bed, pull out your **FOCUS CARDS** and go through each one, and seeing it become a reality, feeling it as if it's already happening in your life, and go to bed (don't watch TV or read after this point, take your new FOCUS to bed with you and your dreams will put them into your psyche).

Nicely done...!

“Some people drift through their entire life. They do it one day at a time, one week at a time, one month at a time. It happens so gradually they are unaware of how their lives are slipping away until it's too late.”

- Mary Kay Ash



“There are only two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle.”

- Albert Einstein



Me and Udo Erasmus, creator of **Udo's Oil**, the ultimate Omega-3 healthy fat!

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